

A pressing issue

Can a magazine for women achievers achieve success?

By JEAN PERRY

SAVVY MEANS know-how, and a brand new publication, to be tucked inside the New York magazine that goes on sale March 28, is dedicated to portraying women with smarts.

It's called—what else?—Savvy—The Magazine for Executive Women.

Media watchers will recall how, in 1971, the now highly acclaimed Ms. magazine was also introduced inside copies of the same magazine.

Savvy editor and publisher Judith Daniels is betting her publication will write its own success story.

"I want it to be as voyeuristic as possible," she says from her desk at New York. The weekly is giving office space until regular issues of her magazine start to appear.

"I want lots of pictures of women achievers in the office, at home, in school, at the hairdressers and in their ballet classes," she says.

Women achievers interviewed in the preview edition include an associate publisher, the head of a literary agency and the owner of a management consulting firm.

The major story in this edition is on something Ms. Daniels calls "the new-girl network."

"It's the counterpart of the 'old boy network,'" she explains. "You know how men have a highly informal but effective information and support system." When a man needs information about jobs, investments, whatever, he can get to another man who will tell him who to call.

"He can get in touch with experts on any number of issues," she says, "and the lead article points out that a

similar system is beginning to evolve among women.

"We'll have dispatches from women in Washington, the West Coast, and Wall St., explaining how the network operates in their areas."

The "executive woman" phrase in the title doesn't apply only to women who are executives in the business world.

"Some women at home are fabulous money and time managers, and there will be stories on this group also," she says.

Ms. Daniels has a lot of know-how herself. Born in Boston, she came to New York's publishing world as a secretary after graduation from Smith College.

Eventually, she worked as editor for several publishing houses and was freelancing when she came to New York magazine.

She was managing editor there, leaving to become managing editor at the Village Voice. Two years later, she went out to California to become managing editor of New West, New York magazine's off-shoot on the Pacific.

Last September she took herself off

the New West payroll and returned to New York to put together Savvy.

New York magazine is paying for the preview issue's articles and art. Its advertising staff sold the ad space for the preview, and New York will keep the first issue's ad revenues.

Ms. Daniels says she's still looking for financial backers for Savvy, but hasn't gone "the bank route."

"Banks aren't interested in lending venture capital," she says. "But lots of people have expressed an interest in what I'm trying to do. I think the preview edition will speak for itself."



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Judith Daniels is editor and publisher of Savvy, a magazine for women executives that makes its debut March 28 under the aegis of New York magazine.